

ANNUAL INDEX to DUN'S REVIEW

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In this index, material is listed by author, title, and subject, each entry referring to the month and page number. Broad subject headings are used; this is not a completely detailed subject index.

As a guide to the inclusiveness or nature of the material indexed, the titles of major articles are printed in *italic type* and short items are indicated by an (s).

DUN'S REVIEW deals with trends, tendencies, developments, and legislation which are significant in their effect on the policies of businesses. It serves chief executives who must consider the long-time influences of such forces. In each number are articles by authorities in their fields resulting from research activities. There are also sections or departments, several of which report and also summarize business statistical data.

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For more information: Separate listings covering the business connections of authors and books reviewed by the Business Bookshelf Department, may be found on pages 3 and 4 respectively.



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Statistical series compiled by the publisher such as business failures, building permits, bank clearings, new business incorporations, price indexes, and regional trade information are subject indexed and can be located in "Trade Activity in 29 Regions," "The Trend of Business," and "Compass Points of Business."

Statistical series compiled by the publisher are reported in greater detail in DUN'S STATISTICAL REVIEW, also published by DUN & BRAISTREET, INC., 99 Church Street, New York 8, N. Y.

This index is compiled by The Business Library of DUN & BRAISTREET, INC., where more detailed information may be found by consulting a cumulative card-index file.

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Management—

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Shipments and Orders (chart), see *Compass Points of Business* Feb. 14
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Marketing—

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National Industrial Advertisers Ass'n. (f) Mar. 45
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Psychometric Laboratory (f) Aug. 56

Public Corporation, Management—*Administrating the Public Authority* June 18

Public Relations—Assignment for To-morrow Part II Sept. 25

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Recordak Corp. (f) Oct. 52
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Recruiting Program in Industry—*One Two* Punch for Full Production May 24

Reeves Soundcraft Corp. (f) Oct. 67

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Remington Rand, Inc. (f) Feb. 20

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Ridge Tool Co. (f) June 54

Rogers, Raymond—*It Fair Trade a Trojan Horse?* Aug. 27

Rose, G. Kellogg—*New Ideas for New Generations*

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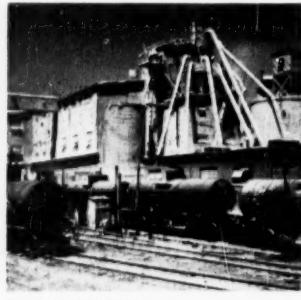
Society of the Plastics Industry, Inc., The (s)	May 45	Trucking— <i>That Far-Away Look</i>	Nov. 27
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Sullivan, A. M.— <i>The Hammer</i> (poem)	Mar. 34		
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Words— <i>Precision Tools</i>	Oct. 23		
Super Markets— <i>Fast Reaction to Slow Change</i>	June 20		
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Technometry (term) — <i>Why Depend on a Hunch?</i>	Oct. 26	Technological Progress— <i>Science, Wait for Us</i>	Oct. 28
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Tennessee Valley Authority— <i>Administering the Public Authority</i>	June 18	Textile Industry— <i>Men'swear, Past, Present, and Future</i>	Aug. 29
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Testing Laboratories (s)	Aug. 56, Oct. 54, Oct. 56		
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Bureau of Employment Security— <i>Plans for Tomorrow</i>	Dec. 25
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Bureau of Labor Statistics— <i>A Closer Tab on Prices</i>	Apr. 46
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Defense Supply Management Agency— <i>A New Catalog for Defense</i>	Nov. 25
General Services Administration— <i>A New Catalog for Defense</i>	Nov. 25

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Reconstruction Finance Corp.— <i>Can Small Businesses Get the Capital They Need?</i>	Oct. 115
Small Defense Plants Administration— <i>4 New Spokesmen for Small Business</i>	Mar. 15

Small Business in the Defense Program— <i>A Study of Case Histories in Bridgeport</i>	Feb. 27
Wage Stabilization Board— <i>A Chapter in the Steel Story</i>	Sept. 26

United States Economic Aid to Canada— <i>Opportunities Unlimited North of the Border</i>	Apr. 19
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Ward, Harry— <i>Britain Faces the Facts</i>	Mar. 18
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Weidenhammer, Robert— <i>The International Labor Organization, a 95 Nation Effort to Improve Labor Conditions</i>	May 26
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Whelpton, P. K. and Grauman, John V.— <i>Population Prospects and Problems in 1960</i>	Jan. 13
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Wholesale Trade— <i>14 Important Ratios: An Annual Compilation: Wholesaling and Retailing</i>	Nov. 32
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Wholesalers' Sales and Inventories, see <i>Compass Points of Business</i>	
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Willys-Overland Motors, Inc. (s)	Jan. 32, Nov. 61
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SCANNING THE *Business Bookshelf*

Each month the Business Bookshelf, a DUN'S REVIEW feature, reviews a number of current books pertaining to the business world and associated subjects of special interest to the business man. The books so reviewed during 1952 are listed below under the name of the author.

American Institute of Accountants—*Accounting Trends and Techniques in Published Corporate Annual Reports*..... June
Andrews, Emerson—*Corporation Giving*..... Dec.

Bakewell, Paul, Jr.—*What Are We Using for Money* Dec.
Barrie, Jane—*The Lumber Yard and Mrs. Barrie*..... Dec.
Basic Elements of A Free Dynamic Society..... Nov.
Bender, James F.—*Make Your Letters Make Friends* May
Black, George—*Planned Industrial Publicity*..... May
Bolton, Howard A., and Eitman, Wilford A.—*Investment Advice for Professional Men*..... June
Boore, J. Perc—*The Seamless Story*..... Apr.
Brady, Robert A.—*The Citizen's Stake in Price Control*..... Feb.
Brown, A. J. Youngson—*The American Economy, 1860-1950*..... Mar.
Burn-Kelly—*The Prefabrication of Houses*..... Jan.
Burns, Arthur F., ed.—*Wesley Clair Mitchell, the Economic Scientist*..... Aug.
Burks, Edward C., ed.—*Thinking Ahead for Business*..... Mar.

Cantor, Nathaniel—*Learning Through Discussion*..... Jan.
Casey, W. J., and Lasser, J. K.—*Tax Sheltered Investments*..... Feb.
Casey, William J., and Gunzer, C. Richard—*How to Handle Renegotiation*..... Dec.
Cassidy, R., Jr., and Jones, W. L.—*The Nature of Competition in Gasoline Distribution at the Retail Level*..... Jan.
Changing Concepts of Business Income; Report of Study Group on Business..... Apr.
Clark, Fred G., and Rimanoczy, Richard Stanton—*How to Think About Economics*..... Nov.
Cole, A. H.—*Measures of Business Change*..... Apr.
Commerce Clearing House—*Anti-Trust Law Symposium, 1952*..... June

Dale, Ernest—*Planning and Developing the Company Organization Structure*..... July
Davis, Ralph Carrier—*The Fundamentals of Top Management*..... Feb.
Deming, William Edwards—*Some Theory of Sampling*..... Feb.
Dice, Charles Amos and Eitman, Wilford John—*The Stock Market*..... July
Dobrovolsky, Sergei P.—*Corporate Income Retention 1933-1945*..... June
Dohner and Marquis, ed—*The Development of Executive Talent*..... Sept.
Dubin, Robert—*Human Relations in Administration*..... Apr.
Du Pont—*The Autobiography of an American Enterprise*..... Nov.

Elliott, Thomas H.—*Basic Rules of Order*..... Dec.
Epstein, Leon—*Where Do You Go From No.*..... Feb.

Fetter, Robert B., and Johnson, Donald C.—*Compensation and Incentives for Industrial Executives*..... June
Flesh, Rudolph—*The Art of Clear Thinking*..... Mar.
Ford, Norman D.—*Where to Find Opportunity Today*..... Dec.
Fratley, L. E., and Schnell, Edith L.—*Practical Business Writing*..... Nov.
Fraser, William Wayne—*Longevity of Manufacturing Concerns in Allegheny County*..... July

Gallbraith, John Kenneth—*American Capitalism*..... Mar.
Garvy, George—*The Development of Bank Debts and Clearings and Their Use in Economic Analysis*..... May
Golding, C. E., and King-Page, D.—*Lloyd's*..... July
Gordon, Robert A.—*Business Fluctuations*..... Oct.
Graham, B. and Dodd, D. L.—*Security Analysis*..... Dec.
Graham, Irving—*Encyclopedia of Advertising*..... Dec.
Graville, Joseph E.—*Everybody's Guide to Stamp Investing*..... June
Gunning, Robert—*The Technique of Clear Writing*..... Mar.

Haggerty, Edward J.—*Showmanship in Public Speaking*..... Sept.
Hanover Fire Ins. Co., The—*Proudly We Say*..... June
Harlow, Rex F., and Black, Mervin M.—*Practical Public Relations*..... Nov.
Harris, Seymour—*The Economics of New England*..... Aug.
Harris, C. Lowell—*History and Policies of the Home Owners' Loan Corporation*..... June
Havemann, Ernest and West, Patricia Salter—*They Went to College*..... May
Hayes, Douglas A.—*Business Confidence and Business Activity: A Case Study of the Recession of 1937*..... Nov.
Higgins, Benjamin—*What Do Economists Know?*..... Oct.

Jackson, Elmore—*Meeting of Minds*..... Dec.
Jaffe, A. J., and Stewart, Charles D.—*Manpower Resources and Utilization*..... Feb.
Jones, Jesse H., and Angly, Edward—*Fifty Billion Dollars*..... Feb.

Kamm, J. O.—*Making Profits in the Stock Market*..... Apr.
Kendrick, M., Slade—*Public Finance*..... Jan.
Kisselgoff, Avram—*Factors Affecting the Demand for Installment Credit*..... July
Knox, J. W., and Knox, John—*A Modern Course in Salesmanship*..... Apr.
Knox, Frank M.—*Design and Control of Business Forms*..... May
Kreps, Clifton H., Jr.—*Federal Taxes*..... Oct.

Laird, Donald A.—*Practical Sales Psychology*..... Sept.
Laird, Donald A., and Laird, Eleanor C.—*Sizing Up People*..... Jan.
Lapp, Charles L.—*Personal Supervision of Outside Salesmen*..... Apr.
Lasser, J. K.—*Executive Course in Profitable Business Management*..... July
Leavy, Morton L.—*Law for the Small Business Man*..... Apr.
Lebhar, Godfrey M.—*Chain Stores in America, 1839-1950*..... Sept.
Lewis, Ben W.—*British Planning and Nationalization*..... Nov.
Lewis, Robert G.—*The Handbook of American Railroads*..... May
Lief, Alfred—*Harvey Firestone: Free Man of Enterprise*..... Feb.
Lincoln, James W.—*Incentive Management*..... Mar.
Lord, Walter—*How to Operate Under Wage and Salary Stabilization*..... Jan.
Lunding, Franklin L.—*Sharing a Business*..... Mar.

Machinery and Allied Products Institute—*MAPI Accounting Manual*..... June

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